R E P O R T R E S U M E S

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TRAFFIC AND TRANSPORTATION. (BUSINESS TECHNOLOGY).
NORTH CAROLINA STATE BOARD OF EDUCATION, RALEIGH
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DESCRIPTORS- *CURRICULUM, *BUSINESS EDUCATION, TRANSPORTATION, TECHNICAL EDUCATION,

THE PREEMPLOYMENT, 6-QUARTER CURRICULUM IS FOR USE IN TECHNICAL INSTITUTES AND COMMUNITY COLLEGES. ITS PURPOSE IS TO PROVIDE TRAINING IN NEW TECHNIQUES AND UNDERSTANDING OF THE LATEST STATE AND FEDERAL REGULATIONS APPLICABLE TO TRAFFIC AND TRANSPORTATION. GRADUATES OF THIS CURRICULUM MAY SEEK CAREER OPPORTUNITIES AS TRAFFIC REPRESENTATIVES, CLAIMS REPRESENTATIVES, DISPATCHERS, RATE ANALYSTS, AND OPERATIONAL SUPERVISORS. THE MATERIAL WAS DEVELOPED BY A CURRICULUM COMMITTEE ON TRAFFIC AND TRANSPORTATION, EVALUATED BY TEACHERS, AND REVISED. THE TEACHER SHOULD HAVE BOTH A MAJOR AND EXPERIENCE IN TRANSPORTATION. COURSE DESCRIPTIONS FOR EACH QUARTER AND POSSIBLE ELECTIVES ARE GIVEN. (FS)

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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BUSINESS TECHNOLOGY

TRAFFIC AND TRANSPORTATION

INTRODUCTION

Purpose of Curriculum

North Carolina, in its tremendous industrial growth, has a need for more highly trained and skilled personnel in the traffic and transportation industry. The purpose of this curriculum is to provide training in new techniques, and an understanding of the latest State and Federal regulations applicable to traffic and transportation, which should enable the student to accept employment in a higher-level job in the industry.

The specific objectives of the Traffic and Transportation Curriculum are to develop the following competencies:

1. Understanding of the principles of organization and management in business operations and the traffic and transportation industry.
2. Understanding and skill in effective communication for business.
3. Understanding of the Interstate Commerce Act and related acts as they apply to traffic and transportation.
4. Understanding the role traffic and transportation plays in the expanding business economy.

Job Description

The graduate of this curriculum may seek career opportunities in the traffic and transportation industry as traffic representative, claims representative, dispatcher, rate analyst, and operational supervisor. A traffic representative is responsible for calling on the shipping public and selling the services of his respective company for their use. A claims representative renders and investigates claims for losses, shortages, damages, or overcharges on shipments of merchandise and adjusts claims. The dispatcher is responsible for dispatching men or equipment to prevent or rectify disruptions in service in all departments of a transportation system. The rate specialist determines rates, routes, and classifications applicable to merchandise or material shipped or received by common carrier. The responsibilities of the operational supervisor include the supervision of those activities that will assure the smooth and constant flow of the traffic through the terminal area. This training, with additional experience, should qualify the student for positions as claims manager, operational manager, and managers of transportation terminals.

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ACKNOWLEDGMENTS

The Curriculum Laboratory of the Department of Community Colleges recognizes the valuable contributions of the following persons who served as members of the curriculum committee. This committee was composed of representatives from institutions offering the program.

Mr. W. B. Hastings, Central Piedmont Community College
Mr. B. C. Gray, Catawba Valley Technical Institute
Mr. J. Ray Hall, Catawba Valley Technical Institute
Mr. W. E. Ross, Technical Institute of Alamance

BUSINESS TECHNOLOGY

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SUGGESTED CURRICULUM BY QUARTERS

(Old No.)	Course Title		Hours Per Week Class	Lab.	Quarter Hours Credit
	FIRST QUARTER				
X	T-ENG 101	Grammar	3	0	3
BUS 302	T-BUS 102	Typewriting (or Elective)	2	3*	3
MA 310	T-MAT 110	Business Mathematics	5	0	5
BUS 301	T-BUS 101	Introduction to Business	5	0	5
SOC 302	T-ECO 102	Economics	3	0	3
			18	3	19
	SECOND QUARTER				
X	T-ENG 102	Composition	3	0	3
BUS 320	T-BUS 120	Accounting	5	2	6
SOC 304	T-ECO 104	Economics	3	0	3
BUS 351	T-BUS 115	Business Law	3	0	3
BUS 378	T-BUS 178	Traffic and Transportation	3	0	3
			17	2	18
	THIRD QUARTER				
ENG 303	T-ENG 103	Report Writing	3	0	3
BUS 321	T-BUS 121	Accounting	5	2	6
BUS 352	T-BUS 116	Business Law	3	0	3
BUS 379	T-BUS 179	Traffic and Transportation	3	0	3
BUS 363	T-ECO 106	Economics of Transportation	3	0	3
			17	2	18

*"Manipulative laboratory" involves development of skills and job proficiency. Credit of one quarter hour for each three hours of laboratory.

(Old No.)	Course Title		Hours Per Week Class	Hours Per Week Lab.	Quarter Hours Credit
	FOURTH QUARTER				
ENG 307	T-ENG 204	Oral Communication	3	0	3
BUS 380	T-BUS 280	Traffic and Transportation	3	0	3
BUS 390	T-BUS 290	Motor Carrier	3	0	3
BUS 385	T-BUS 285	ICC Law	3	0	3
BUS 317	T-BUS 232	Sales Development	3	0	3
_____	_____	Elective _____	3	0	3
			18	0	18
	FIFTH QUARTER				
ENG 306	T-ENG 206	Business Communication	3	0	3
_____	_____	Social Science Elective	3	0	3
BUS 381	T-BUS 281	Traffic and Transportation	3	0	3
BUS 386	T-BUS 286	ICC Law	3	0	3
BUS 391	T-BUS 291	Motor Carrier	3	0	3
_____	_____	Elective _____	3	0	3
			18	0	18
	SIXTH QUARTER				
_____	_____	Social Science Elective	3	0	3
BUS 395	T-BUS 295	Traffic Claims	3	0	3
BUS 399	T-BUS 299	Traffic Management	3	0	3
BUS 387	T-BUS 287	ICC Law	3	0	3
_____	_____	Elective _____	5	0	5
			17	0	17
		Total Quarter Hours in Courses			97
		Electives (Min.)			11
		Total			108

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COURSE DESCRIPTIONS BY QUARTERS

(Old No.)	Course Title FIRST QUARTER	Hours Per Week Class	 Lab.	Quarter Hours Credit
X	T-ENG 101 Grammar	3	0	3

Designed to aid the student in the improvement of self-expression in grammar. The approach is functional with emphasis on grammar, diction, sentence structure, punctuation, and spelling. Intended to stimulate students in applying the basic principles of English grammar in their day-to-day situations in industry and social life.
Prerequisite: None.

BUS	302	T-BUS 102 Typewriting	2	3*	3

Introduction to the touch typewriting system with emphasis on correct techniques, mastery of the keyboard, simple business correspondence, tabulation, and manuscripts.
Prerequisite: None.

MA	310	T-MAT 110 Business Mathematics	5	0	5

This course stresses the fundamental operations and their application to business problems. Topics covered include payrolls, price marking, interest and discount, commission, taxes, and pertinent uses of mathematics in the field of business.
Prerequisite: None.

BUS	301	T-BUS 101 Introduction to Business	5	0	5

A survey of the business world with particular attention devoted to the structure of the various types of business organization, methods of financing, internal organization, and management.
Prerequisite: None.

SOC	302	T-ECO 102 Economics	3	0	3

The fundamental principles of economics including the institutions and practices by which people gain a livelihood. Included is a study of the laws of supply and demand and the principles bearing upon production, exchange, distribution, and consumption both in relation to the individual enterprise and to society at large.
Prerequisite: None.

SECOND QUARTER

X		T-ENG 102 Composition	3	0	3

Designed to aid the student in the improvement of self-expression in business and technical composition. Emphasis is on the sentence, paragraph and whole composition.
Prerequisite: T-ENG 101.

BUS	320	T-BUS 120 Accounting	5	2	6

Principles, techniques and tools of accounting, for understanding of the mechanics of accounting. Collecting, summarizing, analyzing, and reporting information about service and mercantile enterprises, to include practical application of the principles learned.
Prerequisite: T-MAT 110.

SOC	304	T-ECO 104 Economics	3	0	3

Greater depth in principles of economics, including a penetration into the composition and pricing of national output, distribution of income, international trade and finance, and current economic problems.
Prerequisite: T-ECO 102.

BUS	351	T-BUS 115 Business Law	3	0	3

A general course designed to acquaint the student with certain fundamentals and principles of business law, including contracts, negotiable instruments, and agencies.
Prerequisite: None.

BUS	378	T-BUS 178 Traffic and Transportation	3	0	3

An introductory course covering the American transportation system. Emphasis is placed on developments leading to the legislative supervision of the carriers, freight traffic territories, traffic flow, freight classifications, freight rates, and freight claims.
Prerequisite: None.

THIRD QUARTER

ENG	303	T-ENG 103 Report Writing	3	0	3

The fundamentals of English are utilized as a background for the organization and techniques of modern report writing. Exercises in developing typical reports, using writing techniques and graphic devices are completed by the students. Practical application in the preparation of a full-length report is required of each student at the end of the term. This report must have to do with something in his chosen curriculum.
Prerequisite: T-ENG 102.

BUS	321	T-BUS 121 Accounting	5	2	6

Partnership and corporation accounting including a study of payrolls, federal and state taxes. Emphasis is placed on the recording, summarizing and interpreting data for management control rather than on bookkeeping skills. Accounting services are shown as they contribute to the recognition and solution of management problems.
Prerequisite: T-BUS 120.

BUS	352	T-BUS 116 Business Law	3	0	3

Includes the study of laws pertaining to bailments, sales, risk-bearing, partnership-corporation, mortgages, and property rights.
Prerequisite: T-BUS 115.

BUS	379	T-BUS 179 Traffic and Transportation	3	0	3

A study of the construction and filing of tariffs, freight rates, terminal facilities, storage, weights, routing, warehousing, and material handling.
Prerequisite: T-BUS 178.

BUS	363	T-ECO 106 Economics of Transportation	3	0	3

Acquaints the student with the economic aspects of transportation. Complete discussion from the earliest form of basic transportation to our present complex system of transportation. In addition to the historical approach, consideration is given to the economic factors involved in plant location and principles involved in present-day developments of transportation.
Prerequisite: T-ECO 102.

FOURTH QUARTER

ENG	307	T-ENG 204 Oral Communication	3	0	3

A study of basic concepts and principles of oral communication to enable the student to communicate with others. Emphasis is placed on the speaker's attitude, improving diction, voice, and the application of particular techniques of theory to correct speaking habits and to produce effective oral presentation. Particular attention given to conducting meetings, conferences, and interviews.
Prerequisite: T-ENG 101.

BUS	380	T-BUS 280 Traffic and Transportation	3	0	3

Stresses through-route and rates, milling in transit, technical tariff and rate interpretation, overcharges and undercharges, loss and damage, import and export tariff, classification committee procedure, and rate committee procedure.
Prerequisite: T-BUS 179.

BUS	390	T-BUS 290 Motor Carrier	3	0	3

An introduction to special problems relating to tariffs and rates of motor carriers.
Prerequisite: None.

BUS	385	T-BUS 285 ICC Law	3	0	3

Designed to aid the student in making a thorough analysis of the Interstate Commerce Act; review history of Act and related acts.
Prerequisite: T-BUS 116

BUS	317	T-BUS 232 Sales Development	3	0	3

A study of retail, wholesale and specialty selling. Emphasis is placed upon mastering and applying the fundamentals of selling. Preparation for and execution of sales demonstrations required.
Prerequisite: None.

FIFTH QUARTER

ENG	306	T-ENG 206 Business Communication	3	0	3

Develops skills in techniques in writing business communications. Emphasis is placed on writing action--getting sales letters and prospectuses. Business reports, summaries of business conferences, letters involving credit, collections, adjustments, complaints, orders, acknowledgments, remittances, and inquiry.
Prerequisite: T-ENG 102.

BUS	381	T-BUS 281 Traffic and Transportation	3	0	3

To acquaint the student with the application of the Interstate Commerce Act to practical transportation and the general procedure of requesting changes before the Interstate Commerce Commission.
Prerequisite: T-BUS 280.

BUS	386	T-BUS 286 ICC Law	3	0	3

A detailed study is made of the procedural policy involved in appearing before the Interstate Commerce Commission.
Prerequisite: T-BUS 285.

BUS	391	T-BUS 291 Motor Carrier	3	0	3

A continuation of special problems relating to tariffs, rates, circulars, pertaining to the Motor Carrier field.
Prerequisite: T-BUS 290.

SIXTH QUARTER

BUS	395	T-BUS 295 Traffic Claims	3	0	3

Designed to provide knowledge about rights and liabilities of carriers, cosignors, and cosignees; claims, their procedure, settlement, and prevention.
Prerequisite: None.

BUS	399	T-BUS 299 Traffic Management	3	0	3

Develops the purpose, function, and operation of traffic management; illustrates the differences in various areas of traffic; and shows relationship to other business operations.
Prerequisite: None.

BUS	387	T-BUS 287 ICC Law	3	0	3

Devoted to case study of applications of the Interstate Commerce Act.
Prerequisite: T-BUS 286.

ELECTIVES

An appropriate list of electives for this curriculum is shown from which the institution may select courses to complete the program of study. The institution has the prerogative to develop new courses for the electives or to modify courses from the suggested list to fulfill the local objectives. It is suggested, however, that technical courses be appropriate to the major area of study; that they not change or alter the major objectives of the program nor create a false impression of proficiency in an area either related or foreign to the major.

Elective courses must be selected from an associate degree course or new courses should be developed at a comparable level. The institution may elect to require certain courses or may let the student select an appropriate course.

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BUS	398	T-BUS 298 Material Handling	3	0	3

A study of basic containers and equipment, packaging and material protection, standardization, warehousing, traffic, and shipping. The various analytical approaches used in formulating materials handling improvements in existing or proposed operations.
Prerequisite: None.

BUS	360	T-BUS 110 Office Machines	2	2	3

A general survey of the business and office machines. Students will receive training in techniques, processes, operation and application of the ten-key adding machines, full keyboard adding machines, and calculator.
Prerequisite: None.

BUS	368	T-BUS 229 Taxes	3	2	4

Application of federal and state taxes to various businesses and business conditions. A study of the following taxes: income, payroll, intangible, capital gain, sales and use, excise, and inheritance.
Prerequisite: T-BUS 121.

BUS	372	T-BUS 272 Principles of Supervision	3	0	3

Introduces the basic responsibilities and duties of the supervisor and his relationship to superiors, subordinates, and associates. Emphasis on securing an effective work force and the role of the supervisor. Methods of supervision are stressed.
Prerequisite: None.

SOCIAL SCIENCE

X	T-SSC 201 Social Science	3	0	3

An integrated course in the social sciences, drawing from the fields of anthropology, psychology, history, and sociology.
Prerequisite: None.

X	T-SSC 202 Social Science	3	0	3

A further study of social sciences with emphasis on economics, political science, and social problems as they related to the individual.
Prerequisite: T-SSC 201.

SOC 310	T-PSY 206 Applied Psychology	3	0	3

A study of the principles of psychology that will be of assistance in the understanding of inter-personal relations on the job. Motivation, feelings and emotions are considered with particular reference to on-the-job problems. Other topics investigated are: employee selection, supervision, job satisfaction, and industrial conflicts. Attention is also given to personal and group dynamics so that the student may learn to apply the principles of mental hygiene to his adjustment problems as a worker and a member of the general community.
Prerequisite: None.

X	T-SSC 205 American Institutions	3	0	3

A study of the effect of American social, economic, and political institutions upon the individual as a citizen and as a worker. The course dwells upon current local, national, and global problems viewed in the light of our political and economic heritage.
Prerequisite: None.

X	T-POL 201 United States Government	3	0	3

A study of government with emphasis on basic concepts, structure, powers, procedures and problems.
Prerequisite: None.